

# Approving Public Information Policy and Procedures

Updated	July 2019
Approved by Rector/CSVPA Board	Yes
Key Staff	Marketing Manager, Director of Student Recruitment, Rector, Provost and Deans
Lead Staff for Review	Marketing Manager

## **Introduction**

This policy clarifies the specific measures taken by Cambridge School of Visual & Performing Arts (hereafter 'the College') to ensure that control is exercised consistently and fairly over the information published in relation to its academic partnerships, collaborations, marketing and distributed information are acting in accordance with the requirements arising from legal and best practice guidelines.

The policy provides a comprehensive statement of the principles, processes and relative responsibilities that govern the approval of core public information and marketing materials (including print, electronic and web-based material) and their use in promotional activities for collaborative provision and associated partnerships approved by the College.

The procedures associated with this policy serve to ensure:

- the accuracy and consistency of public information, marketing and publicity materials using the College's name is maintained
- the message communicated is clear, accurate and consistent
- the College's corporate image and brand is maintained
- marketing and publicity materials do not compromise but enhance the image of the College and the partner
- messages are complementary and not contradictory
- Awareness of the public information processes and policy. Policy is to be shared on Shackleton.

## **Overview**

The College is committed to ensuring information made publicly available is as accurate and explicit as reasonably possible and easily comprehended by its internal and external audience. The policy takes as a key reference point guidance from the Competitions and Marketing Authority (CMA)<sup>1</sup> intended to help higher education providers understand and comply with consumer protection law in relation to their dealings with prospective and current students. The CMA sets out minimum standards

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<sup>1</sup> CMA (2015) *UK higher education providers – advice on consumer protection law. Helping you comply with your obligations*. CMA33, 12 March 2015. London, CMA available on-line at <http://www.gov.uk/cma>

that apply to various aspects of a provider's dealings with students, including in relation to information provision. This sits alongside sector-specific regulatory obligations relevant to higher education providers.

The CMA guidance expects providers to offer clear, accurate, comprehensive, unambiguous and timely information to prospective and current students through various stages in the student journey from application and offer through to enrolment and during the provision of educational services by the HE providers. Their guidance details what level of information should be made available to prospective and current students.

In addition, the UK Quality Code for Higher Education, Chapter B10 'Managing higher education provision with others', Indicator 18, states that the College should,

'..ensure that they have effective control over the accuracy of all public information, publicity and promotional activity relating to learning opportunities delivered with others which lead to their awards..(and that)..Information is produced for prospective and current students which is fit for purpose, accessible and trustworthy..' (p.37)

And the Expectation in Part C of the UK Quality Code expects that,

'..Higher Education providers produce information for their intended audiences about the learning opportunities they offer that is fit for purpose, accessible and trustworthy.'

The College and its partners agree to use all reasonable endeavours to promote the reputation of the other and to promote the collaborative provision and activities developed through the Agreement. The Partner also agrees to operate within this Policy in production of public information related to the partnership and approved programmes.

### **Scope**

The policy is an essential reference point for Institutes, partner organisations, course teams and central services of the College and its partners, particularly in relation to the design, approval and quality assurance of core public information, publicity and marketing materials for collaborative provision and partnerships. This policy is to be shared on Shackleton.

For the purpose of this policy, the term 'published information' refers to:

- publicity/promotional material (hard copy, electronic and web-based)
- prospectuses
- programme specifications
- module specifications
- course handbooks

The Policy and associated procedures apply to all forms of public information (print copy, electronic or web-based) related to any collaborative activity that impacts on the College's awarding function. It also applies to all other documentation for public use where reference to a Partner's relationship with the College could or should be made (e.g. programme specifications, course handbooks, course web pages, and progression agreements). This includes activities used in the marketing and promotion of approved awards (or agreements), including references to the College and the use of its branding.

These materials could include, for example, publications, posters, leaflets and webpages, press releases and advertisements, agent communications, including on-line promotion. The principles of the policy should also be taken into account when providing verbal information at Open Days and events.

## **The Policy**

### **Principles**

- All public information, publicity or marketing materials must accurately represent the College; including but not limited to academic, accommodation, pastoral, facilities and immigration information.
- No public information, publicity or marketing material for a collaborative partnership, course or an agreement may state or imply a formal relationship with the College unless the College has granted explicit approval. For new courses or other new collaborative arrangements, the College approves the initial marketing and publicity information through the formal workflow and approval process.
- All public information, publicity or marketing materials must accurately represent the approval status of a course or agreement. Any course or agreement undergoing approval can only be advertised as 'subject to approval'.
- All public information, publicity or marketing material must accurately represent the academic level of the course and the number and level(s) of academic credits to be awarded.
- All public and marketing information associated with a recognition arrangement must be clear about the nature of the arrangement.

### **Monitoring**

- The College monitors all sources of information produced (including websites and prospectuses) for prospective students and for current students and staff involved in the arrangements in order to ensure that they remain fit for purpose, accessible and trustworthy.
- The College undertakes regular and annual monitoring to ensure accuracy and appropriateness, and fitness for purpose. The Academic and Student Affairs Committee review and approve changes to published information. A workflow process where published information is approved by Course Leaders, Director of Student Recruitment, Provost, Rector and partnered bodies before distribution is also adhered to.
- A video-first approach to ensure accurate information is distributed through internal and external stakeholders, including partners has been adopted by the Marketing department. Training for partners through webinars, print material and email communication is also conducted to ensure accuracy and consistency of public information.
- If the monitoring process identifies any omissions or errors in the published information, or if errors are reported and acknowledged, the College will endeavour to rectify the errors with immediate effect.

### **Information provided to current students**

- All students studying through collaborative arrangements, including placements, must be provided with information about their studies and clear statements about their rights and responsibilities as students. Course Handbooks, together with the programme specification and module specifications, are key elements in providing information to students and are approved through the course planning and approval process.
- Course Handbooks are updated and reviewed on an annual basis prior to publication to students, along with pre-arrival communication emails from the Student Services team. References to the Programme Specification must be through hyperlinks to the definitive version held on the College website.

### **Contacts for support or queries related to the approval of marketing and publicity materials**

General advice, access to materials (including photographs, logos etc.):

[jgroutage@ceg-uk.com](mailto:jgroutage@ceg-uk.com) ; [mbonito@ceg-uk.com](mailto:mbonito@ceg-uk.com) ; [rpowell@ceg-uk.com](mailto:rpowell@ceg-uk.com)

Press releases and any other media activity: [jgroutage@ceg-uk.com](mailto:jgroutage@ceg-uk.com)